LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. 1061—"QUARTER-BACK OPTION"—Req. No. 65448—Page—(8¼ x 11⅛ inches)—4/C Bleed—National (Other) Magazines, 1980 (A)
Printed in U.S.A.

Quarter-back option.
Parliament
Parliament Lights famous recessed filter offers you an option flush filters don't.
Because it's tucked back a clean quarter-inch, our filter keeps your lips from touching the tar that builds up on the tip.
Which is why Parliament Lights are always so tastefully light.
And never guilty of unnecessary roughness.
Available in Soft Pack, Box and 100's.
Parliament
Only Parliament Lights has the famous recessed filter.
Soft Pack: 9 mg "tar," 0.7 mg nicotine—Box: 10 mg "tar," 0.7 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. '79.
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Source: https://www.industrydocuments.ucsf.edu/docs/jzfn0003